

## ABSTRACT OF THE DISCLOSURE

An advertising system and method in which one or more banner advertisements are caused to appear when a user requests an electronic service or content is arranged to ensure a positive response and accurate measurement of the response by preventing access to an electronic address, service, or content unless the user correctly responds to the advertisement. Credits, such as reduced subscription rates, may be offered as an inducement for viewing the advertisement. The system and method may be practiced over networks other than the Internet, including wireless and interactive digital television networks.

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